PARLIAMENT
1992 PROMOTIONS

DIRECT MAIL
FULFILLMENT COMPARISONS

	Parliament		VS		B&H	
Free Towel:	**Est.**	**Act.**	**Est.**	**Act.**	**Est.**	**Act.**
Redemption:	5.0%	**2.7%**	N/A		N/A	
Requirements:	Free (& $3.50 P&H) & 30 Pack Proofs					
Free Getaway Bag:	**Est.**	**Act.**	**Est.**	**Act.**	**Est.**	**Act.**
Redemption:	5.0%	**6.1%**	N/A		5.0%	**6.7%**
Requirements:	Free (& $3.25 P&H) & 40 Pack Proofs				Free (& $4.00 P&H) & 4 Carton Proofs	

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* Projected Final

Source: https://www.industrydocuments.ucsf.edu/docs/zqfy0004